



## Sparkle Roll Group Limited (SEHK: 970)

### Announces Annual Results for the 12 Months Ended 31 March 2010 Diversified Brand Portfolio Doubles Turnover to HK\$1.2 Billion

<b>Financial Highlights</b>	<b>For the Year ended 31 March (HK\$'000)</b>		
	<b>2010</b>	<b>2009</b>	<b>% Change</b>
Turnover	1,219,128	611,530	+99%
Gross profit /(loss)	211,227	(16,148)	N/A
Profit attributable to equity holders	113,016	(189,969)	N/A
Final dividend (recommended)	HK 0.3 cent	Nil	N/A

(Hong Kong, 17 June 2010) – Sparkle Roll Group Limited (“Sparkle Roll” or “the Group”)(SEHK: 970), which is principally engaged in distributorships of top-tier luxury goods in the PRC, announced its annual results for the 12 months ended 31 March 2010 (the “Year”).

During the Year, six new brands were added to the Group’s luxury goods portfolio, covering automobiles, watches, jewelries and fine wines. That led to a strong growth in annual earnings. Turnover for the Year reached HK\$1,219,128,000, an increase of almost 100% from the same period last year. The Group recorded a profit of HK\$113,016,000, a significant turnaround from a loss of HK\$189,969,000 in the previous financial year.

Mr Ivan Tong, Chairman of Sparkle Roll, said, “During the last year, the Group strived to branch out and expand our luxury brands portfolio, in order to capture the business opportunities thanks to the fast economic development of China and a growing number of well-off people there. This is reflected in the performance of our luxury goods division. The automobile distributorships business is still the key income driver for the Group. Bentley sold a record 178 units and Lamborghini recorded a 30% increase in total cars sold from the previous year. In addition, after-sales income recorded a threefold increase to approximately HK\$41 million. All these contributed to a 114% growth in segmental revenue to HK\$933,621,000. For the watch distributorships business, three more branded watches, namely DeWitt, Parmigiani, deLaCour BiTourbillon, were acquired on top of Richard Mille. Turnover of this segment surged drastically to HK\$103,245,000, and pre-tax profit of the watch division leapt four times compared with the previous financial year. In the end of April, the world’s largest DeWitt flagship store is opened, and plus the new Richard Mille and DeWitt watch counters in Dalian. We expect strong income growth for this sector.”

Furthermore, the Group acquired renowned jewelry brand Boucheron and began its distributorship operation in Shanghai last October. It contributed over HK\$2,530,000 in revenue to the segment. After obtaining the distributorship right of Federico Buccellati, the Group will set up more stores to further promote the brand. For the fine wines sector, Sparkle Roll formed a cohesive partnership with Groupe Duclot (renamed as Duclot Export), a renowned French fine wines group, to become an approved dealer of its fine wines. Revenue for the segment reached HK\$40,135,000 in three months since the start of the partnership in early 2010. A wine cellar and a shop at the prime location in Beijing are expected to open by the end of this year, which will generate greater profit to the Group.

<b>Turnover by Segment</b>	<b>For the Year ended 31 March (HK\$'000)</b>			
	<b>2010</b>	<b>% of total turnover</b>	<b>2009</b>	<b>% of total turnover</b>
Trading of cars and provision of after-sale services	933,621	76.6	435,679	71.2
Trading of branded watches	104,244	8.5	23,524	3.8
Trading of branded jewelries	2,054	0.2	-	-
Trading of fine wines	40,135	3.3	-	-
Comics and animation business	139,074	11.4	152,327	25
Total	1,219,128	100	611,530	100

Mr. Tong added, “After rapid business expansion in 2009, we have built a strong presence in the luxury goods distributorships industry. Looking ahead, we will focus on nourishing and developing various brands in our portfolio by enhancing brand image and awareness. The role of the Group will move beyond distributorships and establish its position as a brand manager, so as to create profit to our shareholders.”

**About Sparkle Roll Group Limited (SEHK: 970)**

Sparkle Roll Group Limited is principally engaged in the distributorships of top-tier luxury goods in the PRC, including distributorships of ultra-luxury automobiles such as Bentley, Lamborghini and Rolls-Royce in Beijing; exclusive distributorships of super deluxe branded watches Richard Mille, DeWitt, Parmigiani in the PRC; exclusive global distributorship of deLaCour’s BiTourbillon; cohesive partnership and exclusive distributorship with top-tier branded jewelry Boucheron and Federico Buccellati in the PRC respectively; cohesive partnership with renowned French fine wines company Duclot Export in the PRC; as well as its comics publishing business in Hong Kong and the PRC.

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Issued by PR ASIA Consultants Limited on behalf of Sparkle Roll Group Limited.

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